

A MAGAZINE FOR WRITERS • EDITORS • AND • PUBLISHERS •

# THE Quill

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By Carl W. Ackerman

Vol. XXII « » NOVEMBER, 1934 « » No. 11

# THE QUILL

A Magazine for Writers, Editors and Publishers

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VOL. XXII



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## AT DEADLINE

By R. L. P.

THIS issue of THE QUILL might well be called the post-convention issue, for its contents are made up of material presented at the Silver Anniversary Convention of Sigma Delta Chi, professional journalistic fraternity, owner and publisher of THE QUILL.

The messages given at that meeting, we feel, will be of considerable interest to anyone connected with journalism, whether a member of the fraternity or not.

You will find a general report of the convention, two articles discussing the newspaper guild, one concerning the responsibilities of the newspaper in present conditions and an outspoken attack on chain operation of newspapers.

WE are deeply appreciative of the many kind letters and comments regarding the Silver Anniversary issue of THE QUILL. They have more than repaid us for the effort expended.

Chase S. Osborn, for seven years national honorary president of the fraternity, said:

"I have thoroughly enjoyed your Silver QUILL. It is generous, attractive, complete, as brilliant as it ought to be, and altogether creditable."

Art Brown, of Nation's Business, observed:

"Your anniversary number was great. Congratulations."

Said Floyd G. Arpan, managing editor of Northwestern University's Alumni News:

"I have just received my Silver Anniversary QUILL. Congratulations. It's a great piece of work and a valuable 'history book' of the fraternity."

G. James Fleming, of New York City, described the issue as "an attractive, readable, instructive and interesting magazine, suitable both to mark the anniversary and to satisfy the varying tastes of our thousands of members."

From Paul Potter, for five years agricultural editor of the Chicago Tribune and now public relations council for several large food industries, came this comment:

"I want to join in with many others who must be letting you know how they feel about your fine piece of work on the October QUILL. It was a bang up good job!"

On top of that was a letter from R. E.

(Continued on page 12)

# What Happened at De Pauw

## A Summary of Sigma Delta Chi's Silver Anniversary Convention

ONCE more on the campus of De Pauw University, where it came into being 25 years ago, Sigma Delta Chi, professional journalistic fraternity, made its Silver Anniversary Convention last month the occasion for a restatement of aims and ideals.

Recognizing the "upheaval of the times" and the "general expression of dissatisfaction with existing conditions," the organization went on record as reaffirming its long established stand "that journalism and the public are best served by the employment of men of integrity adequately prepared in the gathering, dissemination and interpreting of news; by reasonable assurances to those men of security of tenure, by providing those men with the best working conditions possible and by remunerating them adequately for the important services they perform."

Acting farther along these lines, the fraternity expressed "unqualified disapproval" of the proposed minimum wage provisions of the Daily Newspaper Publishing Industry's code, and directed its president to name a committee of three to prepare and submit a brief protesting the proposed minimums to the Deputy Administrator in charge of the code. The committee, if possible, is to have a representative present its protest in person at the forthcoming hearing on the code.

The resolution restated the fraternity's contention that "competent and experienced editorial workers should receive a minimum salary not less than that paid union linotype operators in the same city for the same number of hours of work."

ALTHOUGH outspoken in criticism of the proposed minimum wage provisions of the code, and of various employment conditions, the undergraduate and alumni members of the fraternity attending the convention were equally outspoken in their opposition to any control of the newsrooms of the nation by unions.

The need for concerted professional action among newspapermen and women, in behalf of the profession and themselves, was spoken of throughout the convention, however.

Charles E. Snyder, editor of the Chicago *Drovers Journal*, past president

By RALPH L. PETERS

Editor, *The Quill*

of the fraternity, reminded those at the meeting that, with all respect to the Guild, the members of Sigma Delta Chi had been working through their own organization for 25 years to raise the standards of journalism and had taken a definite stand for better trained and better paid men in the profession.

Albert W. Bates, for five years executive secretary of the fraternity and now with the public relations department of Swift & Co., spoke much along the same lines, adding that Sigma Delta Chi might well occupy a similar position to journalism as the American Medical Association and the American Bar Association do to the professions of medicine and law, respectively.

### Heads Sigma Delta Chi



JOHN E. STEMPEL

Years of service to Sigma Delta Chi already behind him, John E. Stempel, first vice-president of the fraternity and an associate editor of *THE QUILL*, was elected national president of the fraternity at the Silver Anniversary Convention held recently at De Pauw University. Stempel, copy editor of the *New York Sun*, also has served the organization as secretary and treasurer. He is a member of the Indiana chapter.

THE AMERICAN NEWSPAPER GUILD was the subject of much consideration and discussion during the three-day convention.

Jonathan Eddy, a member of the fraternity and executive secretary of the Guild, and Stephen C. Noland, editor of the *Indianapolis News*, spoke regarding the Guild before the convention, after which there was a spirited round-table discussion with Talcott Powell, editor of the *Indianapolis Times*, presiding. The somewhat abridged remarks of Mr. Eddy and Mr. Noland appear elsewhere in this issue of *THE QUILL*.

Mr. Powell, substituting for John H. Sorrells, executive editor of the *Scripps-Howard Newspapers*, denounced news faking during the discussion period, referring specifically to the Stoll kidnaping case, from working on which he had just returned.

He suggested the need of an organization that would have the power to take disciplinary action against reporters or editors guilty of faking or other unethical practices.

THOUGH marked throughout by its consideration of such pertinent questions, the convention was not without the touches of sentiment and tradition so befitting the occasion.

The delegates and many visitors to the convention found—appropriately enough—the son of one of the 10 founders of the fraternity at the head of the De Pauw chapter. That son, Eugene Pulliam, Jr., and his associates, together with the University itself, they learned, had made careful plans for the anniversary meeting.

Every one of the fraternity's 42 chapters—save South Carolina—was represented at the convention, along with more than a half dozen alumni chapters. Four of the 10 founders were present at one or more sessions as also were six past presidents, past officers and alumni and visitors from varied journalistic fields.

The convention was called to order the morning of Friday, October 19 by Walter R. Humphrey, editor of the *Temple (Texas) Telegram* and national president of Sigma Delta Chi. He introduced Dr. G. Bromley Oxnham, president of De Pauw, who welcomed the fraternity back to its birthplace with a spirited, challenging address



that roused his listeners. It was a splendid send-off.

The balance of the opening session was spent in the appointment of committees and the reports of officers, followed by a luncheon at which the convention delegates were the guests of Sam R. Rariden, editor and publisher of the Greencastle *Banner*.

**T**HE Friday afternoon session, over which John E. Stempel, copy editor of the New York *Sun* and first vice-president of the fraternity, presided, brought Tom Wallace, editor of the Louisville (Ky.) *Times*; Jonathan Eddy, Stephen C. Noland and Talcott Powell together on the same program.

Mr. Wallace's address was entitled: "Is Journalism a Profession or Mistake?" It will appear in a later issue of *THE QUILL* as an article.

At the conclusion of the session, the delegates boarded two special inter-urban cars and sped to Indianapolis and the Athenaeum, German club, where the Indianapolis alumni, headed by Eugene R. Clifford, had made provisions for a stag dinner. As promised beforehand, there were no speeches, but a steady procession of singers, dancers, instrumental soloists and other entertainers.

The Saturday morning session was marked by a discussion by Albert W. Bates concerning the past and future of the fraternity.

The Saturday luncheon, at which the University was host, was given in honor of the 10 founders of the fraternity. Four of them were present—Leroy H. Milliken, state agent for the Indiana Board of State Charities, Indianapolis; Laurence H. Sloan, vice-president and editor-in-chief of Standard Statistics Co., New York; Eugene C. Pulliam, president of several newspaper holding companies, with general offices at Lebanon, Ind., and Paul M. Riddick, publisher of the La Grange (Ind.) *Standard and News*.

Kenneth C. Hogate, president of the *Wall Street Journal*, a past president of the fraternity and a trustee of De Pauw, was toastmaster.

Carl W. Ackerman, dean of the School of Journalism, Columbia University, was the principal speaker at the luncheon, his remarks appearing elsewhere in this issue of *THE QUILL*. The four founders in attendance were presented and spoke briefly of the origin and growth of the fraternity.

Following the luncheon, the delegates were guests of the University at the football game between De Pauw and Hanover—which De Pauw won. The delegates were then the guests of the De Pauw chapter of Theta



OLD EAST COLLEGE

*Within the sturdy walls of old East College, at De Pauw University, Sigma Delta Chi, professional journalistic fraternity, came into being 25 years ago. A plaque, affixed to the building, commemorates the founding.*

Sigma Phi, women's national journalistic sorority, at a reception.

**S**ATURDAY evening brought the convention banquet, at which Col. Frank Knox, publisher of the *Chicago Daily News*, and the Hon. Chase S. Osborn, former Governor of Michigan and for seven years national honorary president of Sigma Delta Chi, were scheduled to speak. Mr. Osborn was to have introduced Col. Knox.

Stricken ill at Battle Creek, Mich., while enroute to Greencastle, Mr. Osborn was unable to attend the convention. He forwarded his address and introduction, however, and President Humphrey, who acted as toastmaster called upon Lee A. White, of the *Detroit News*, past national president of the fraternity, to present them.

He did so, eloquently. The address appears in this issue of *THE QUILL*.

Col. Knox, who had been initiated as a national honorary member of the fraternity just prior to the banquet, by the De Pauw chapter, spoke of planned economy and the possible loss of the individualism that he pointed to as having brought America through the years to a position of world power.

In his forceful address, he pointed with pride to the development of the American press under a free competitive system from the days of the hireling pamphleteer to the "free, self-respecting, financially independent status of today."

He said that the American press always had been free from governmental control, although not always independent of political control, and

had, without government aid of any kind, reached its present position.

Adding that the press in its advancement had been forced to contend with evils which characterized, afflicted and impaired the free competitive system of economy in all businesses, including cut-throat competition, he called attention to the fact that without subsidy or help of governmental character, without supervision or direction from higher authority of any kind, the press had fought its way through the greatest depression ever known.

"The American press stands today," he declared, "free and independent and overwhelmingly solvent, fulfilling one of the most important functions in a free government, without fear or favor, asking no odds of any paternalistic overlord or dictator in whatever guise.

"In this record," he continued, "we may, if we will, find an object lesson for the cowards of business who go whining to Washington for aid in solving problems they ought to solve themselves."

**T**URNING to a discussion of the planned economy of Italy, Austria, Germany and Russia, he pointed to the throttling of the press in those countries and warned of the possible threat to the press of America.

"I have no manner of doubt," he said emphatically, "that the theoretical doctrinaires, who have supplied most of the written legislation which provides our American approach to a planned economy, had very definitely in mind the ultimate control of the powers of public enlightenment and information."

## Like Father, Like Son



Fittingly enough, when the Silver Anniversary Convention of Sigma Delta Chi assembled at De Pauw University October 19, the son of one of the founders of the fraternity was found as president of the first and host chapter of the organization.

Eugene C. Pulliam, Jr., is following in his father's journalistic footsteps. Last year he was editor-in-chief of the *Mirage*, De Pauw yearbook, which is published by the junior class. He also has held staff positions on the *De Pauw Daily*, student newspaper. Both he and his father are members of Delta Kappa Epsilon fraternity.

Col. Knox discussed the fight of publishers against the licensing provision of the N. R. A. being included in the

newspaper code and added that although that fight had been won, the press must be on the alert for any possible infringement of the rights of the press in the future.

Prior to the addresses of the evening, the delegates had the pleasure of hearing cowboy songs sung as only a man who knows the range can sing them. Walter Vassar, of the De Pauw School of Music, accompanied by Mrs. Vassar, was the soloist and brought his hearers to their feet with his stirring presentation.

The closing session of the convention was held Sunday morning. It brought the election of officers, the service of remembrance and the final reports of committees.

**J**OHAN E. STEMPEL, copy editor of the *New York Sun*, who has served the fraternity as a member of its executive council, secretary and first vice-president was elected national president, succeeding President Humphrey.

Charles G. Ross, chief Washington correspondent of the *St. Louis Post-Dispatch* since 1918 and a Pulitzer prize winner for correspondence, was named the fraternity's national honorary president, succeeding Frank Parker Stockbridge, editor of the *American Press*.

Other officers elected were:

Carl P. Miller, general manager of the Pacific Coast edition of the *Wall Street Journal*, first vice-president; Dr. Ralph D. Casey, head of the Department of Journalism, University of Minnesota, second vice-president; Tom Mahoney, assistant city editor of

(Continued on page 10)

# Is the Guild the Answer?

**M**Y experience and observation convince me that there is a useful place in American journalism for an organization similar in many respects to the Guild. There will be no substantial opposition among newspapermen to a national organization to increase the professional competency and the pay and opportunities of editorial workers.

But I believe that the Guild got away to a bad start and has not improved it. It was cast into being by the wave of emotionalism that swept the country under the Blue Eagle. Its founders seemed to be in a great hurry to establish an agency for dealing with the publishers under the newspaper

By STEPHEN C. NOLAND

Editor, The Indianapolis News

code. The history of that code is well known. It was kicked about some, and finally released with an executive order—for which the President was not responsible—so defamatory of American newspapers by pointed implication as to rally the press to defense of its freedom.

The split seemed to come about that time, the split between the Guild and the old guard. As the Guild drifted nearer trade unionism, many were un-

willing to accept the penalties of that system to gain the benefits.

Many who felt that they had a future in journalism were unwilling to bind themselves to a policy of cooperation with other unions. Many who had been trained that the news must go through flood, fire and blizzard, were incapable of risking their loyalty to their creed.

Perhaps their minds are not open; perhaps, as has been said, they will not listen to reason. I can concede both these possibilities, and simply state that there is something rather splendid in that blind, unreasoning loyalty; something, I dare believe, that the news-hungry people of this country can ill afford to lose.



# WHERE GOES THE GUILD?

**T**HE Newspaper Guild—what does it stand for? Where is it going?

To answer those questions is a large order. It requires that I read the minds of 8,000 different men and women, its members; and then proceed to predict the future. I know, to my general pain and frequent amusement, that we have a few publishers in this country, one or two of them extremely powerful, who are ready to tell you without the least hesitancy what the Guild stands for and where it is going.

It stands for unionism, they say; and as for where it is going: it is going straight to Moscow. The little oligarchy that runs the all-powerful American Newspaper Publishers' Association is liberally sprinkled with this type of mind. Indeed, as long ago as last spring—even before the St. Paul convention had laid down a few general policies for the Guild to follow, this little group of hide-bound reactionaries (or perhaps they consider themselves seers and prophets) was sending out confidential bulletins to the publishers of this country informing them that "A rose by any other name is still a rose."

**H**ARVEY W. KELLY, chairman of the A. N. P. A.'s special standing committee, who made this startling aphorism, went on to say in this particular confidential bulletin to the publishers that just as a rose by any other name, etc., so was the Guild by any name at all nothing more nor less than a union. He had the effrontery, behind our backs of course, to proceed to characterize our proposed contracts as "very dangerous."

I should like to venture that it is dangerous to the publishers and dangerous to the public to have such shenanigans going on in secret.

Ex parte accusation, trial and conviction, star chamber proceedings that never appear in our free press, have no place on the American scene. If the more public spirited publishers of this country are going to stand for such methods being used against the very men and women who gather and write the news, we, as a matter of self-defense, in order to save ourselves from being crushed, are going to have to tell what is being done. We printed the full text of that confidential bulletin in the *Guild Reporter*.

We have printed other "confidential" ANPA bulletins in the *Guild Re-*

By JONATHAN EDDY

Executive Secretary,  
American Newspaper Guild

**H**ERE is a timely discussion of a question newspapermen and women the country over are asking—what does the Newspaper Guild stand for—where is it going?

Jonathan Eddy, executive secretary of the Guild and a member of Sigma Delta Chi, discussed these points at the recent Silver Anniversary Convention of the fraternity at De Pauw University. A spirited round table discussion followed.

Mr. Eddy's remarks were followed by a brief discussion of the Guild by Stephen C. Noland, editor of the *Indianapolis News*.

porter—containing matter which, since it was aimed at not merely the Guild but at all organizations of employees, was so much the more important as news. If the ANPA will keep its confidential bulletins hot enough, perhaps we shall make them a regular feature of the *Guild Reporter*.

**T**HE impression is widespread that the ANPA is in the control of the largest and wealthiest metropolitan publishing concerns, generated by that astute utilities lawyer Elisha Hanson. The Code Authority for the Daily Newspaper Publishing Business is so closely linked with the ANPA that the Code Authority can be regarded as the ANPA'S alter ego. Furthermore, Chairman Kelly of the ANPA's special Standing Committee is also chairman of the NRA Newspaper Industrial Board.

The publisher members of the Newspaper Industrial Board with Kelly as their corporal, have absolutely blocked all efforts to get that board to back up Clause 7A, the collective bargaining clause of the Recovery Act, unless the employee representatives on the Board will agree to submit all cases to compulsory arbitration. In other words, we are

asked to arbitrate the human right to collective bargaining which is guaranteed to us by Federal law and which has been upheld in the United States Supreme Court—I am no lawyer and don't know the precise decisions—long before the NRA was dreamed of.

**W**HAT does the Guild stand for? Need I say that it stands for a new deal for newspaper people; that was why the newspapermen themselves organized it; that is why it has spread across the United States.

Obviously, it is from the publishers that we are to get this new deal. It is the publishers who are going to pay their newsgatherers at least as much as they pay their mechanical workers. It is the publishers who are going to give us and our families the security in our livelihoods, and adequate vacations enjoyed by our confreres in other civilized lands. It is the publishers who must come to regard news gathering as a profession in which no one should (or need be) required to work an average of more than 40 hours a week.

**W**HAT methods does the Guild stand for in bringing about these improvements? In order to get at this question intelligently I have had to indicate, inadequately enough, some methods used by the publishers—or rather by the leadership of the ANPA—in blocking our aims.

I doubt if there is a more democratic employee organization in the world than the Guild—we individualists would never belong to an organization in which each of us did not have a real voice (and that is one reason why the various A. F. of L. attempts to organize us have failed). We hear some talk about national officers of the Guild trying to force the whole nationwide organization into unionism.

Would any newspaperman let himself be forced into unionism? The notion is pure fantasy.

But let me add something: if the ANPA leadership finally convinces the newspapermen and women of this country that the only way for the Guild to get them a new deal is unionism, the newspaper people will turn the Guild into a union overnight.

What does the Guild stand for? Simply a new deal.

And where is it going? It is going to get it!

# Journalism in a "Lieu-Lieu" Era

**T**HE most impressive fact about the United States today is that we have changed from a nation of speculators to a nation of spectators. Sports, movies and the radio have been substituted for stock markets and real estate booms. We have become passive participants in government and as a people we appear to be as satisfied with the conduct of federal, state and local government today as we were ten years ago when prosperity rather than leisure diverted us from realities.

As newspapers deal daily with realities, I shall discuss one aspect of this national situation in the hope that newspapermen may help the agencies of democracy maintain their virility. Democracy cannot live on passive acquiescence. It thrives only on activity.

As Sigma Delta Chi today is a mature society and an organization very largely of mature men it has the stamina to face realities, the capacity to analyse them and the courage and determination to take constructive action wherever and whenever it is needed.

**N**EWs today makes public opinion. News today is public information. It is public property and only temporarily the private property of the newspaper. Because of the vital importance of the news in a democracy all news must be accurate, impartial and complete as human brains and character can make it.

If we, as newspapermen, as publishers, editors, reporters or teachers can improve our daily work and preserve the integrity of the news columns of the daily and the weekly press we shall be in a position to perform a public service indispensable in this period of world-wide changes.

The problem of leisure under "lieu-lieu" governments is both serious and complex. It concerns journalism in its relation to government. It is one which we cannot solve alone because it is a problem of statesmanship, but we can assume the leadership and perform a necessary public service.

At a recent meeting of the New York State Society of Newspaper Editors, one of the members said that he expected an epidemic of "lieu-lieu" bills to emerge from Congress and every state legislature as well as from city councils.

He used this phrase to describe the

By **CARL W. ACKERMAN**

Dean, School of Journalism,  
Columbia University

bills introduced by individual legislators appropriating public moneys "in lieu of" some service or some expense not covered in specific legislation. Throughout the country these "lieu-lieu" bills have already increased salaries, provided special expense accounts, increased pensions and transferred frozen securities from private banks to public trust funds.

**A**LL have been covered by the all-inclusive phrase "in lieu of." In lieu of failures of public policies, in lieu of failures of specific legislations to accomplish the desired purpose, in lieu of national, state or local emergencies, in lieu of mistakes, and of political expediency, hundreds of millions of dollars of public funds have been appropriated and spent while the people have been listening to radio talks, to baseball or football returns, attending the movies or speculating at the races or in foreign lotteries. Under the new leisure "lieu-lieu" bills and "lieu-lieu" governments have thrived.

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**J**OURNALISM'S responsibility in these days when more power rests in the hands of one party than at any time since the Civil War is discussed in the accompanying article by Carl W. Ackerman, Dean of the School of Journalism at Columbia University.

Dean Ackerman was the principal speaker at the luncheon honoring the founders of Sigma Delta Chi, professional journalistic fraternity, during that organization's recent Silver Anniversary Convention at De Pauw University.

"As newspapermen," he says, "we can and we must persist in our policy of printing the news in whatever sphere of interest the news may arise. The time will come when the people must face realities as the newspapers are facing them today."

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You know as newspapermen from practically every state in the Union that there has been a growing interest during the past two years in entertainment and diversion. The race track, the baseball and football fields, the movies and the radio have attracted and held public attention at times to the exclusion of other subjects and activities.

During the recent world series baseball games, classes in the public schools in many metropolitan centers were adjourned so that the pupils might listen to the play-by-play broadcast. Factories and stores ceased work. Thousands of people idled in public squares listening to the returns. This is typical of the public interest today in sports and in other forms of diversion and entertainment. As the Managing Editor of the Kansas City *Star* said: "This is a by-product of the new leisure."

Instead of an emperor fiddling while Rome burns, the people are playing while governments do practically as they please. A depression and a period of recovery which should have hardened the fibre and strengthened the character of our citizens, unfortunately has created political indifference.

**M**ILLIONS of Americans consider that they perform the functions of citizenship when they listen to a radio address. We have left the selection and the election of public officials to party organizations more interested in maintaining their organization than in public questions, principles, or public policies.

The new leisure has brought forth an insidious offspring of *laissez-faire*. The electors assume that every public official while holding public office labors unselfishly in the public interest. They assume that their specific responsibilities are limited to the radio or to the ballot box. For a vital interest in public affairs the majority of our citizens have substituted a vital interest in recreation and in diversion.

This is an unwholesome and a dangerous state of mind. It presents a problem which newspapermen should study and understand, or we shall have from coast to coast and from Canada to Mexico a multitudinous group of "lieu-lieu" governments which may destroy democracy.

President Tyler Dennett of Williams

(Continued on page 12)



**T**HERE has been a growing dissatisfaction with the conduct of the press in America. People who are afraid of the press are always breaking out in abuse of it. The libel laws are protective and should be made neither more nor less stringent than they are. However, it must be recognized that there are those who honestly see a menace, fancied or real, in newspaper methods in this country and even in the world today.

In France, newspapers are almost all apt to be publications for unilateral and necessarily selfish purposes. In Great Britain the trend of journalism has been much the same as in the United States, although that country lagged behind America in the formation of great newspaper trusts and the chain ownership of publications.

The existence of syndicates of newspapers stretching clear across the continent has come to be a fact in this country. This often places remarkable power in the hands of a single individual or in constricted ownership. It would be too much to expect such owners to be more than human. In order to live up to the responsibilities of their extraordinary power, they would have to be demigods. Nobody would either charge or credit them with that equipment. The consequence has been that we find these chains of newspapers owned by one man or by a few, engaged in two forms of selfish purpose.

**T**HE first of these aims is highly commercial. The natural result of this is to make the counting room control the editorial room, which is one of the oldest and most vexing of newspaper problems under the best of conditions. In order for the counting room to show results it is compelled, or thinks it is, to cater to various interests that may or may not be questionable; and thus chain papers are often grasping to the degree of venality.

This besetting evil of the chain-system all too often has changed the character of the newspaper from a representative and component part of the community in which it grows to a purely commercial organization and instrumentality. Instead of being a vital, integral organ of the life about it, such newspapers may become leeches and barnacles. It shall be agreed that it is necessary for a paper to have nourishment and sustenance and living, in order to perform as an instrument. It cannot be a great palladium unless it is strong. But it would seem possible that an approach to better conditions might be made through imitating newspapers owned

# AN INDICTMENT OF N

By CHASE S. C

and edited for purposes that are at least **PARTIALLY** unselfish.

The second tendency of the chain newspaper system is to enslave large blocs of the press to an individual's purely personal biases, and to motives that may be questionable and dangerous. It places too much power in the hands of an individual or a small group of persons. Such power ought to be divided.

Today it ought to be true that the newspaper is mightier than the machine gun. The press is the greatest weapon in the world; a dangerous instrument. It is one of the most destructive of agencies as well as constructive and defensive. A newspaper in the hands of an unprincipled person is insidiously dangerous to society. With an array of newspaper armament, a single individual or small group might crush an honest and courageous public leader, stir up class frictions, and even deliver the country into war.

The saving clause is the fact that a chain of papers run for purposes that are questionable and maybe venal, or for discreditable and unjust objectives, soon finds its influence minified, because the public realizes one man is behind them all. Then it is charged they bolster their strength with threatenings and methods that would be criminal in any other channel of life. This cure of the situation within itself may be possible; but it is so indirect, and requires so much time, that great harm may be done while the remedies are working. The subordination of many newspapers to the desires of a single individual has likely made for much of the suspicion that attaches to the press today.

**T**HERE are other undesirable features inherent in the chain ownership of newspapers.

Large collective ownership of the press stifles newspapers that might be more individual and representative, because the ordinary publisher cannot compete with strong capitalistic ownership.

Under the chain system, the evils of absentee ownership are multiplied. The ideal newspaper is always the honest leader and zealous defender of its community.

The dangers of absentee ownership are clearly shown in the history of the press in this country. It tends to cure itself, of course. When Horace Greeley

died, the *New York Tribune* went finally into the hands of Whitelaw Reid. It remained a great paper until Reid left for Great Britain as an ambassador and neglected it. Then it gradually declined. Now it is climbing again due to the personal attention of Ogden Reid.

Before the elder Bennett died, he had made the *New York Herald* a world newspaper. As soon as it passed into the hands of his son, James Gordon Bennett, it was left to run its own course. The younger Bennett spent his time on the primrose paths of dalliance and lived in Europe and the *Herald* went on the rocks. Now it is reincarnated, with the *Tribune*. The same thing happened to the *New York Sun* when Charles A. Dana died. No sooner was Wilbur F. Storey's *Chicago Times* left to non-newspaperman ownership and conduct, than it died. The same thing happened to the *Chicago Herald*. The history of the American newspaper is filled with instances of the failure of papers in unfit hands. I suggest, therefore, not only for the protection of the public but to add to the prestige and dignity and power of the newspaper profession, that absentee ownership

**A**RE newspaper chains good or bad? Is their growth, their strength and their influence to be commended with approval or to be deplored and condemned?

Here is an outspoken article in which the chain newspapers are discussed by a man whose remarkable, eventful years as a writer, editor, former Governor of Michigan and for several years president of Sigma Delta Chi, professional journalists.

Mr. Osborn was to have delivered the Silver Anniversary Convention of Sigma Delta Chi last month but sudden illness—from which he has since recovered—prevented his appearance.

His remarks, he informs the Editor, are directed at any particular individual or newspaper.

What are your feelings in regard to chain



# F NEWSPAPER CHAINS

CHASE S. OSBORN

should be considered and effectively discouraged. In other words, newspapers should be owned and run by actual newspapermen and editors and not by financiers and those who use them for all kinds of personal purposes.

THE subordination of many newspapers to a single individual and to selfish purposes has likely made for the suspicion that attaches to the press today. The greatest expression of distrust recently manifested was by our own government, when there was an inclination on the part of the present administration at Washington to make the press goosestep. This was imposing a condition worse than the one it blindly sought to improve.

If there is odium and danger attaching to the chain ownership of newspapers, it ought to have consideration and cure.

I would even suggest the possible wisdom of a law—admitting at the moment that we have too many laws endeavoring to regulate everything—forbidding the ownership of more than one newspaper by any one person or company. There are anti-trust laws that control other kinds of enterprises.

or bad developments of modern journalism? length and their power something to be hailed and condemned?

n which these and other questions regarding by a man who has spent the greater part of his writer, editor and publisher—Chase S. Osborn, and for seven years national honorary president journalistic fraternity.

covered the accompanying observations at the of Sigma Delta Chi at De Pauw University last a which he now has happily recovered—pre-

editor, are not to be construed as an attack di- al or newspaper chain.

rd to chain newspapers?

No kind of trust is more injurious or unjust to the people than a newspaper combine. Many newspapers owned by one person, or by a few individuals, constitutes relatively as grave a danger as super-armament on the part of a nation; as if a person ever so peaceful in appearance were possessed of a dozen machine guns. Something has occurred that has caused a change in the attitude of the public mind to the press of America, and this appears to be a part of it.

WHEN we return to the individual ownership of newspapers, the weekly and daily journal will again be a real guardian of the people's rights. There will be fixed responsibility and new character. The protection of the public and the dignity of the press will be increased.

The greater the number of publishers in comparison with the number of newspapers, the more representative the press becomes of all the people, and the more trustworthy as the instrument of honest public expression. Chain newspapers become the voice of a single interest. One man may by a word or a scratch of a pen cause a complete *volte-face* in policy on the part of his several papers.

I might offer another thought for consideration. Lawyers are compelled to pass certain examinations and be approved by agencies for that purpose before they can practice. The same is done with doctors. As things are now, anybody can run a newspaper if he has the price to buy one. The establishment of boards to judge the moral and intellectual equipment of a man who proposes to run a newspaper, before he is allowed to do so, might be considered.

WHAT I am getting at, I repeat, is that too much newspaper power in a few hands is a menace to the country, breeds distrust of the press, reduces its influence, and curtails the honor of being a newspaperman.

If the great chains of newspapers in America were disorganized today it could be done by dividing the ownership among the employees both mechanical and editorial. The late Mr. Nelson tried that with the *Kansas City Star* when he passed away. The late Victor Lawson did the same thing with the *Chicago News*. The fact that neither plan was signally successful

does not argue the impossibility of such ownership.

An excellent example might be cited in the *Christian Science Monitor*. While it is the organ of a church, it can be pointed to as one kind of an ideal paper of the future. It is clean and lofty and direct and is respected in every direction. It would not be a bad idea if all the churches had such an adequate publication. Instead of the government of the United States trying to limit the freedom of the press, it might have a newspaper of its own, something like the *Christian Science Monitor*.

Anyhow it would appear that there is room in the direction discussed for thought and action.

THE press of America grew great and powerful in the world not as consolidated and capital-owned links in chains, but as strong papers individually owned by men like Greeley and Dana and the elder Bennett and Reid and the Medills, and so forth.

There are still instances of great newspapers in the United States that confine themselves to themselves and their immediacies. Among these are the *Chicago Daily News*, the *Chicago Tribune*, the *Detroit Free Press*, the *New York Times* and the *New York Herald Tribune*, the *Cincinnati Enquirer*, the *Atlanta Constitution*, the *Jacksonville Times-Union*, the *New Orleans Times-Picayune*, and other papers on the west coast and elsewhere in America. Greater perhaps than all of these in safety of performance may be the consolidated work of the country press of the United States.

In order to publish a successful newspaper it is necessary to be on the stage, just as much as it is demanded that a general shall be at the scene of battle. It is the swiftest changing work in the world. Everything comes white-hot and is ladled to the public without delay. There is no profession today that covers so much ground, so greatly allures its followers and wins its clientele, or is so educational to its members and to the masses. The function of the modern newspaper combines that of the pulpit, and school, and court, as well as drawing-room and studio.

The newspaper profession once was the choicest work in the world, and can be made so again, for the good of all concerned. The age of strong individual journalism appears for the time being to have spent itself and passed. There is no good reason why it may not return.

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## What Happened at De Pauw

(Continued from page 5)

the Buffalo Times, secretary; George A. Brandenburg, of the Chicago office of Editor & Publisher, treasurer; Mitchell V. Charnley, of the Department of Journalism at the University of Minnesota, alumni secretary.

The following men were named to serve on the executive council, on which the officers also sit: Tully A. Nettleton, of the Washington staff of the Christian Science Monitor; Don Young, of the Dallas, Texas, bureau of the Associated Press; Frank McDonough, associate editor of Better Homes & Gardens, Des Moines, Iowa, and Tom Wallace, editor, the Louisville (Ky.) Times.

Donald H. Clark, of the Commerce Publishing Co., St. Louis, was re-elected a trustee of THE QUILL endowment fund.

Mitchell V. Charnley, past national historian, was renamed to that position. Ralph L. Peters, of the Detroit News, was renamed editor of THE QUILL. James C. Kiper continues as executive secretary of the fraternity, business manager of THE QUILL and director of the Personnel Bureau.

The Wells Memorial Key for outstanding service to the fraternity, was bestowed upon retiring President Humphrey.

THE Kenneth C. Hogate professional achievement award, which is given to the chapter of the fraternity having the largest percentage of its alumni of the last five years engaged in journalism, was won by the University of Oklahoma chapter.

The chapter was found by the judges—Philip Taylor, De Pauw delegate; Herman Fischbein, Florida delegate, and Eugene Clifford, of the Indianapolis alumni chapter—to have a 100 per cent rating.

The award was placed in the hands of the Oklahoma delegate, Roy L. Hickox, by Mr. Hogate. Past President Humphrey later journeyed to Norman and presented the award to the chapter at the organization's annual smoker.

The F. W. Beckman cup for chapter efficiency, awarded on the basis of a chapter's professional program, its campus activities, personnel of membership, scholarship, relations with national headquarters, financial condition and exhibit at the convention, was awarded to the Indiana University chapter.

Mr. Beckman, managing editor of

the Farmer's Wife and past national honorary president of the fraternity, was unable to attend the convention. In his absence, the presentation was made by Dr. Ralph Casey, to Marcus M. Purdue, the Indiana chapter's delegate.

Indiana was scored 97 of a possible 100 points by the contest judges, George Brandenburg and Ralph Peters.

The Iowa State chapter was second in the contest with a score of 94. The standings of the rest of the chapters in the first 10 positions were:

Northwestern, 93; Marquette, 91; Wisconsin and Kansas, 90; Penn State, 88; Oregon State, 87; Butler, 84; Montana and Minnesota, 82; Ohio University, 81.

The contest revealed that most of the chapters of the fraternity are carrying on professional meetings and programs that bring outstanding men in various fields of journalism to the campuses for talks, discussions and formal addresses on journalistic topics.

THE Silver Anniversary Convention marked the birth of another chapter, a charter being granted to the By-Liners Club of the University of Southern California.

The convention found the fraternity in a strong financial position, despite the ravages of the fire that swept national headquarters last May. It found THE QUILL keeping "in the black"; the Personnel Bureau of the fraternity busier than it has been in years; the chapters maintaining a gratifying high level of scholarship and activity and the interest and support of undergraduates and alumni keener than at any period in the fraternity's history.

The delegates selected the University of Illinois as the scene of the 1935 convention.

HOWARD J. CARSWELL (Purdue '25) has joined the financial news staff of the New York World-Telegram. Mr. Carswell formerly was with the Washington Bureau of the Wall Street Journal.

FRANK L. VANDER HEIDEN, superintendent of the Marquette University Press in Milwaukee since 1929, has been named production manager of the Loyola University Press. Mr. Vander Heiden took up his duties at Loyola on November 1. He is a member of three honorary fraternities—Alpha Sigma Nu, Phi Epsilon and Crown and Anchor—and Sigma Delta Chi, national journalistic fraternity.



## THE BOOK BEAT

**THE CHINESE PERIODICAL PRESS, 1800-1912**, by Roswell S. Britton. Kelly & Walsh, Ltd., Shanghai, 1933.

Describing his book as "a sketch of the Chinese press during the time when the modern journalism began and the indigenous periodical press expired," Mr. Britton has compressed an extensive store of information pertaining to Chinese journalism into some 150 pages.

He touches upon the early days of the press in ancient China; describes the introduction of Western journalism and mechanical methods by missionaries and aliens locating in treaty ports; treats of the press of specific ports, the part of the press in the Chinese revolution and of post-revolution tendencies.

"The new Chinese press," he observes, "was influenced as much by Western mechanical invention as by the innate character of Western journalism. But these were merely two aspects of the same new culture which was invading China. Physical science and its applications were intrinsic in the Western civilization. The spirit of the machine civilization which prompted the new press could not have entered China without its mechanical concomitants."

Mr. Britton also points out how foreign aggression forced upon the Chinese an interest in foreign news, how "the superior curiosity of former times changed into acute concern" as the Germans seized Tsingtao and leases followed in other ports.

Considerable space is devoted in the work to the various journalistic pioneers of Chinese journalism. The book is indexed, contains a bibliography and more than a score of plates.

In assembling such a volume, Mr. Britton has made a real contribution to Chinese journalism and to the history of journalism as a whole.

**BOB DAVIS AT LARGE**, by Robert H. Davis. D. Appleton-Century Co., New York. 1934. \$2.50.

More yarns by Bob Davis—that's all a Davis' fan need have as a description of this book.

For those who don't know the gad-ging columnist of the New York *Sun* (if there be such) we record that

Robert H. (Bob) Davis is a veteran newspaper and magazine man and an amateur photographer of note, still engaged in carrying out the assignment given him in 1925 of "covering the world" for the *Sun*, and, that this is another meaty collection of some of the best yarns he has gathered on that quest.

Bob Davis is always on the alert for a story—no matter to whom or with whom he is talking. He's one of the best listeners in the newspaper game, you gather, and one of the best persuaders. It seems that everyone talks for him, and that from most everyone he gathers some tale for his column in the *Sun*—additional material for his next book.

As he put it: "Gold is where you find it. So I went to mining among the passengers on board, turning up treasure trove from other people's minds."

The stories in this latest collection have South America, Egypt, the Sudan, Africa, Finland, Sweden, Russia and Mexico and shipboard as their backgrounds.

There are tales about elephants, snakes, lions, baboons—tales of whaling, flying, hat-making—yarns of every conceivable sort in this selection from Bob Davis' notebook, illustrated with photographs taken himself.

Here are some sample titles: "Baboon Weather Prophets," "Among the Whale Gunners," "Africa's First Gold Rush," "A Greek Trader Horn," "Secret of the Azziz Gin Fizz," "A Bath in the Nile," "A Scandal at Sea"—but if you know Bob Davis' books you don't need sample titles, and if you don't know his books, perhaps these few will serve as an introduction to one of the best yarn-gatherers we have today.

**NEWS STORIES OF 1933**, edited by Frank Luther Mott and a staff of co-operating editors. The Clio Press, Iowa City, Iowa. 1934. \$2.25.

Here is a remarkable volume, one of the most interesting that has fallen into our hands in some time, an anthology constituting a representative selection of the best news and feature writing appearing in American newspapers in 1933.

The more than 70 "stories" it contains have been grouped by Dr. Mott into "straight news" stories, disaster

stories, crime stories, foreign correspondence, financial stories, sports stories, "sob" stories, scientific stories, critical stories, general features, personality features, interviews and speeches, and animal features.

Gathered from all corners of the country, written by general assignment men, foreign correspondents, rewrite men, feature writers and critics—these are lively, interest-holding stories of almost every phase of American life.

No better demonstration that the newspapers of today are day-to-day histories and that the men who write them are, consciously or otherwise, historians, is afforded than this collection of articles dealing with significant events of 1933. Nor is there a better illustration of the quality of much of the writing to be found in today's newspapers. Those who have scorned the work of newspapermen as "journalese" should change their tune after examining these exhibits.

Dr. Mott, in his preface, expresses effectively what we found the book to be. This is what he said:

"Though not designed as a historical record of that year, even the most casual reader will scarcely fail to note how the book does tend to become a vivid, first-hand history of outstanding events and phenomena of a spectacular year.

"Perhaps no method could be devised which would present the American scene—the great procession of events, personalities, activities which constitute our characteristic American civilization—more freshly and directly than such a collection of the better news writing as here is offered."

The volume opens, appropriately enough, with a splendidly written story—"The New Deal Begins"—written by J. Frederick Essary, of the Baltimore *Sun*. There are other stories bearing on the economic and political aspects of the country; stories bearing on repeal, the Pecora investigation into banking, gangsters, the Wisconsin milk war—and a score of other topics.

This reviewer found Alvin D. Hyman's account of the San Jose lynchings one of the dramatic highlights of the book. There were plenty of others—also touches of fun, as afforded by H. Allen Smith's report of his experiences in a nudist colony.

Anyone reading the volume should have a greater appreciation of the work of the reporter, of the contribution he makes by his efforts.

We are glad to note that Dr. Mott and his associates are now gathering material for a similar collection of news stories of 1934.

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## Journalism in a "Lieu-Lieu" Era

(Continued from page 7)

College wrote in his Pulitzer prize biography of John Hay that a state of mind is as formidable a fact as a fortress. This state of mind of the American people is a formidable fact. What can the newspapermen of the United States do about it?

THE responsibility for this condition does not rest with the press associations or with the newspapers. It rests with the people. Despite the public interest in sports, and in face of criticism for printing the facts about the government, the newspapers and press associations have maintained a continuous flow of public information about the government, and editors have uttered editorial warnings of the

drift to treacherous channels. But the Press alone cannot check the growth of "lieu-lieu" legislation or the development of "lieu-lieu" governments. It needs public support.

As newspapermen we can and we must persist in our policy of printing the news in whatever sphere of interest the news may arise. The time will come when the people must face realities as the newspapers are facing them today. When that time does come the conscience of the newspapermen of America will be clear, for, looking backward it will be found that, in a slothful era, when the people were more concerned with leisure than with work, they printed the truth.

## AT DEADLINE

By R. L. P.

(Continued from page 2)

Vining, public relations representative of the Western Electric Company, who said:

"My heartiest congratulations upon the Silver Anniversary edition of THE QUILL. It is a fine piece of business."

To these and others—our thanks. We are only sorry that every issue of THE QUILL can not be as large, so representative of the various phases of the profession, and so well illustrated.

WE are still receiving comment regarding the article of J. Charles Poe, "Changing News Values in a Fumbling World," which appeared in the August issue, and on Paul Hutchinson's "Storm Clouds on the Newspaper Horizon," in the September issue.

Edwin H. Ford, of the Department of Journalism at the University of Minnesota, expresses himself this way in regard to QUILL articles in general, and in regards to Mr. Hutchinson's article in particular:

"The editorial staff of THE QUILL should be congratulated on the high quality of articles it selects for publication.

"Paul Hutchinson's article on 'Storm Clouds on the Newspaper Horizon,' in the September issue, was, to my mind, a thoughtful, intelligent presentation of a fundamental newspaper problem, one overlooked by most editors."

## McGaffin Wins Scholarship

WILLIAM C. MCGAFFIN, acting telegraph editor of the Columbus (Neb.) Daily Telegram, has been named as the first recipient of the \$1,000 Gilbert M. Hitchcock scholarship of the Columbia University School of Journalism by Dean Carl W. Ackerman.

McGaffin, who is 24 years old and married, was graduated from the University of Nebraska in 1932. He was managing editor of the Daily Nebraskan, president of the University's chapter of Sigma Delta Chi, professional journalistic fraternity, a member of Sigma Nu social fraternity, of the senior men's honor society, and active in other campus affairs and organizations.


He was a member of the Lincoln (Neb.) Star staff from June, 1932, until August, 1933, when he joined the staff of the Omaha World-Telegram. He became connected with the Columbus Daily Telegram this last summer.

The scholarship, which provides expenses for one year at Columbia, was established last June by Mrs. Gilbert H. Hitchcock, of Omaha, and Washington, D. C., in memory of her husband, the late Senator Gilbert M. Hitchcock, founder and publisher of the World-Herald. It is to be awarded annually to a graduate of a Nebraska university or college, or an editorial employe of a Nebraska newspaper.

## Announcing the New 1935 Balfour Blue Book

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# WHO «» WHAT «» WHERE

PROF. DEWITT REDDICK (Texas '26), faculty sponsor of the Texas Chapter, and Miss Marjorie Bryan of Cleburne, Texas, were married in June.

Albert Todoroff (De Pauw '34) is associate editor with the Grocery Trade Publishing House, Chicago, Ill.

Stephen McDonough, formerly of the feature service division of the *Associated Press* in New York has been transferred to Washington to cover the Department of Agriculture. He married Miss Mary Lou McCarthy, of Findlay, Ohio, September 8.

Ken R. Marvin (Iowa State '23), formerly editor of the *Albia* (Iowa) *Union-Republican*, has joined the faculty of the journalism department at Iowa State College, Ames. He succeeds Mitchell V. Charnley, who has become a member of the faculty of the Department of Journalism of the University of Minnesota.

JEROME J. HENRY (Wisconsin '29), formerly in charge of agricultural publicity and assistant to director of agriculture, National Broadcasting Company, Chicago, has accepted a position with the National Fertilizer Association, Washington, D. C.

RICHARD C. WILSON (Wisconsin '33) succeeds CHARLES M. HULTEN (Wisconsin '30) as city editor of the *Marinette* (Wis.) *Eagle-Star*. Hulten goes to Oregon State to join the faculty of the Department of Journalism.

HAROLD H. ANDERSON (Northwestern '23) recently was elected a trustee of Northwestern University. He is a partner in Publishers' Syndicate, 39 No. La Salle, Chicago.

KENNETH G. HINSHAW (Washington State '28), who is advertising manager of the Eastern States Farmers' Exchange, Springfield, Mass., has been elected first vice president of the Advertising Club of Springfield.

RALPH MOORE (Butler '33) has been appointed director of publicity for the Y. M. C. A. at Columbus, Ohio.

ALFRED M. LEE (Pittsburgh '27) has been appointed assistant professor of journalism at the University of Kansas. Formerly with the *Brownsville* (Pa.) *Telegraph* and the *New Haven* (Conn.) *Journal-Courier* and in publicity work in Pittsburgh, he received his Ph.D. from Yale University in 1933. He has been on the Yale social research staff during the past year.

## Donor of Cup



F. W. Beckman

F. W. Beckman, editor of the *Farmer's Wife*, St. Paul, Minn., and a past national honorary president of Sigma Delta Chi, is the donor of the Beckman Trophy for the best all-round chapter of the fraternity. The award was won this year by the *Indiana University* chapter.

Claggett Martin (Purdue '34) is a reporter on the *Louisville* (Ky.) *Herald-Post*.

ARTHUR N. HOUGH (Grinnell '32), formerly sports editor of the *Newton* (Ia.) *Daily News*, has been named city editor of the paper. Hough is a descendant of the late Emerson Hough, author of the "Covered Wagon," "54-40 or Fight" and other novels.

DREW PEARSON, co-author of the much discussed "Washington Merry-Go-Round" and "More Merry-Go-Round," and well-known newspaper correspondent and political news analyst, was the main speaker at the University of Minnesota Sigma Delta Chi chapter's first professional meeting of the series for the year. His subject was "The New Deal and The Press." Meetings are arranged by William Costello, chapter president, Ralph D. Casey, chairman of the department of journalism, and Thomas F. Barnhart, faculty adviser.

EDWIN P. ASTLE (Montana '32) is personal secretary to Frank Cooney, Governor of the State of Montana.

Announcement of the promotion of THOMAS F. BARNHART to associate profes-

sor of journalism at the University of Minnesota has recently been made by Ralph D. Casey, department chairman.

CARL PEARSON (Minnesota '33) is publisher of a newly established weekly newspaper at Kimball, Minn.

H. SHERMAN MITCHELL (Washington '19) editor of the *Walla Walla Daily Bulletin*, is teaching a class in journalism this fall at Whitman College.

LYALL PETERSON (Minnesota '33) is assistant editor of the *Ortonville* (Minn.) *Independent*.

JIM HUTCHESON (Washington '30) has returned to his post as sports editor of the *Walla Walla Daily Bulletin* after a leave of absence in the role of campaign manager for Orris Dorman, president of the North Pacific Emergency Wheat Export association, who sought the Democratic nomination for congress.

SAM GILLULY (Montana '30) is editor of the *Glasgow* (Mont.) *Courier*, which recently became a daily, and correspondent for the *Associated Press*. DICK SCHNEIDER (Montana '13) is the business manager of the *Courier*.

ARTHUR LENTZ (Iowa '30) formerly with the *Des Moines Register-Tribune*, is manager of carrier circulation and promotion on the *Capital Times*, Madison, Wis.

MICHAEL J. FADELL (Minnesota '28) and FRED E. FADELL (Minnesota '32) have joined together in the establishment of the Fadell Publicity Bureau with offices in Hotel Radisson in Minneapolis. Mike Fadell is formerly of the *Gary* (Ind.) *Post-Tribune*; *Associated Press*, Minneapolis; and *KSTP* of St. Paul. Fred Fadell has been engaged in publicity and promotion work since graduation.

MARTIN R. MILLER (Ohio State '34) is editing the *Lincoln Park* (Mich.) *News*.

When ROBERT L. HOUSEMAN received his Ph.D. degree in Journalism last spring at the University of Missouri he became the first person in the world to attain that honor and Missouri became the first institution to grant such a degree. The theme of Dr. Houseman's thesis was "The History of Montana Newspapers Until 1870." Dr. Houseman, an associate member of Sigma Delta Chi at Montana, has been an instructor in the School of Journalism there since 1925. He received his B.J. at Missouri in 1922 and his M.A. at the same school in 1925.

## «» AS WE VIEW IT «»

**J**OURNALISM and the public are best served by the employment of men of integrity adequately prepared in the gathering, dissemination and interpretation of news; by reasonable assurances to those men of security of tenure, by providing those men with the best working conditions possible, and by remunerating them adequately for the important services they perform."

So stated a resolution adopted by Sigma Delta Chi, professional journalistic fraternity, at the organization's Silver Anniversary Convention held recently at De Pauw University, birthplace of the organization.

The fraternity was not taking a new stand or position—it was merely reaffirming a contention of many years' standing. It has stood from the beginning for a better journalism and has held that the way to that objective lay largely in the proper preparation of men for that important calling and in remuneration sufficient to attract and hold men who had undergone such training.

**J**UST how great a contribution the fraternity has made in the last quarter century in behalf of journalism is something difficult to measure—exceedingly so. But we feel that through the men who have entered and served in its ranks that this contribution has been far greater than even the members of the fraternity themselves have realized.

That contribution, without question, has been more along the educational, ethical and professional than economic lines. That has been in keeping with the thought of leaders of the fraternity through the years that economic benefits eventually would follow advances of a professional nature.

The fraternity has worked steadily, albeit slowly, along these lines. There have been no threats, no pounding of fists, no talk of strikes nor picketing. Perhaps the desired objectives would have been realized more quickly had more vigorous speech and action characterized the fraternity—but we doubt it.

**S**IGMA DELTA CHI holds a unique position among journalistic organizations.

It is not an organization of any one particular division or classification of those engaged in journalistic work—

and therein is an important and significant way in which it differs from the American Newspaper Guild, the American Society of Newspaper Editors, the American Association of Newspaper Publishers, and the American Association of Teachers of Journalism, organizations in which many of the fraternity's members play active and influential parts.

The fraternity's membership is made up of men from every field of journalism.

There are the undergraduates preparing to make journalism their life's work; there are the faculty members guiding them in their training; there are the editors under whom they eventually will work and the publishers on whose papers they will be employed.

There are those engaged in press association work; in the house organ, trade, technical, fraternal, educational, scientific and other fields of journalistic endeavor; also those engaged in advertising, public relations, special correspondence fields, and those holding important posts on national magazines.

**T**HIS diversified membership is, to us, one of the best features of Sigma Delta Chi. Here, within one organization, are banded together representatives of and participants in every phase of the profession—a congress of journalism as it were.

This fact enables an interchange of ideas in convention, in round-table discussions at local and district meetings, and through *THE QUILL*. It serves to interpret the needs, aims and position of one group to another.

In other words, it seems to us that Sigma Delta Chi has been a more or less coordinating sort of organization through the years and it will become more so in the future. Therein, we feel, is one way in which the fraternity does and will continue to make a real contribution to journalism as a whole.

**P**ERHAPS the time will come when there will be a congress of journalism in this country—a body made up of representatives of the various organizations mentioned, plus others such as Theta Sigma Phi and the organizations of various writers and editors—that would strive for the best interests of journalism as a whole and all those engaged in it.

## AS THEY VIEW IT

### LOCALIZE YOUR EDITORIAL PAGE

**E**VEN the smallest community has situations and problems which call for editorial comment. There is always room for compliment and congratulations from the editor, just the same as there is always room for constructive criticism which has no other place than the editorial page.

"In the ideal weekly newspaper the editor will direct his remarks principally to local topics, or subjects in which his readers have a direct interest, rather than writing long-winded editorials on national politics, or the state of the nation. This does not mean to say that a weekly newspaper editor should never raise his voice on national politics. We have many instances of weekly newspaper editors making great names for themselves by their timely and pertinent writings, but they are the exception rather

than the rule. The ideal weekly newspaper will wield a great influence in its community because its editorials are frank, honest and just, becoming real molders of public opinion.

"There is no exact formula for a good editorial page, and I doubt if there would be any precise formula for the editorial page of the ideal weekly newspaper. The style and content of any editorial page will vary with the character of the territory which it serves. Every one of us can put as much of ourselves into the editorial page as possible. Make it reflect the personality of the editor, or of the paper. Put real enthusiasm into the editorials. Keep conversant with public affairs and don't be afraid to let your readers know your thoughts."—Howard W. Palmer, Greenwich (Conn.) Press.



## Simple, but True—

Before you can get a better job, or your first, you must know where there is an opening!

Silly, of course, but read further—

One year ago the national convention of Sigma Delta Chi set into action a movement to secure jobs for members. The result has been that placements of Sigma Delta Chi members through the Personnel Bureau have trebled in number this year as against last year.

The promotion program will go ahead with greater vigor during the year ahead of us.

## Do You Want a Better Job?

A great many of the calls coming to the Personnel Bureau the past year have been for men experienced in their particular line of work. Employers have asked for managing editors, city editors, assistant city editors, copy readers, general editorial workers, teachers of journalism, specialists in agricultural writing for both papers and radio bureaus, retail market research experts, advertising writers and sellers, public relations workers and circulation beginners and managers.

The Bureau is as much a service to our older and more experienced members with substantial earning power as to the beginners.

## Your Personnel Bureau Needs

### Your Registration to Help You—

With this steadily growing increase in patronage, there is a good possibility of just that job you have been waiting for being called to the attention of the Bureau. Every member, regardless of whether he is satisfied with his present connection or not, can gain everything and lose nothing by registering and having his personal, education and experience records in the Bureau's files ready for immediate reference.

The present activity of the Personnel Bureau warrants a plea urging members of Sigma Delta Chi to register NOW. There are jobs for your Bureau to fill—small and large—but you won't get one of them unless you are registered. The \$1 fee keeps you on the active list for three years.

## PERSONNEL BUREAU

of Sigma Delta Chi

James C. Kiper, Director

836 Exchange Avenue

Chicago, Illinois

« Puts the Right Man in the Right Place »

# **EPMG**

## **EDITOR & PUBLISHER MARKET GUIDE *for* 1935**

**EPMG** does not—as you may have suspected—designate another government bureau . . . E. P. M. G. was in existence long before NRA, AAA, TVA or CWA were conceived . . . The **EDITOR & PUBLISHER MARKET GUIDE** has been serving the newspaper industry for years by carrying marketing and merchandising information to the buyers of newspaper space throughout the country.

One definite advantage offered by E. P. M. G. is that it is not experimental . . . year in and year out newspapers have bought space in **EDITOR & PUBLISHER MARKET GUIDE** in order to advantageously reach their prospects. Should you care to make a check up, you would find that most of the newspapers that advertise in the **MARKET GUIDE** carry space every year. . . . For this obvious reason we say that E. P. M. G. will help speed recovery for you by carrying your message to those manufacturers who plan to spend money in newspapers for the development of their business.

Because the **MARKET GUIDE** is published especially for the busy merchandising executive and space buyer, it contains only the useful information he requires when studying a newspaper market, or preparing an advertising appropriation. We have been told, and honestly believe, that it contains more valuable marketing facts than any other data book ever published.

The story of the markets covered by your paper should be in the 1935 **MARKET GUIDE**. Make your reservation early so preferred position may be obtained . . . copy may be sent later.

## **EDITOR & PUBLISHER**

1700 TIMES BUILDING

NEW YORK, N. Y.